

Approved Audits/Applications Committee 12/17/08

Organization Name: MISSOURI RIVER COUNTRY

**Project Name: Phillips County Museum Brochure
FY 08/09 Cooperative Marketing**

Approval Requested

 X Final

 Preliminary

Application Completed by: Carla Hunsley, Executive Director

Date: December 12, 2008

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Missouri River Country is requesting approval to use \$598.75 from our FY08/09 Cooperative Marketing Budget to help promote the Phillips County Museum and the town of Malta. Total printing costs are \$1197.50. The design of the brochure was done in house at no cost. They will plan to print 2500 brochures.

The current brochures for the Phillips County Museum are outdated and inaccurate. Many changes have occurred at the Museum since the brochures were printed. The brochures are marked by obsolete information about admission prices and opening hours and repeated images and mentions of exhibits that no longer exist.

The goal of this project is to implement a new brochure design for the Phillips County Museum. With the replacement of the older designs we hope to attract more tourism to the Phillips County Region and Missouri River Country and increase awareness of the resources available at the Phillips County Museum. In pursuit of that goal the new brochure has been designed to be eye catching, informative, accurate, and appealing. Both the H.G. Robinson House and Gardens and the Genealogy Collection receive special mention. Additionally the new brochure has been designed to complement the new website, recently launched at phillipscountymuseum.org.

The brochure will be placed in various tourist information racks and to all tourism regions. Missouri River Country will help distribute the brochure at out of state trade shows.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

3.1 Distribute responsible use materials at all visitor centers statewide annually.

Refer to the portions of your marketing plan, which support this project.

Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.

Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.

How does this project support the Strategic Plan?

Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Enhance and preserve Montana's culture and history.

Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

Phillips County Museum Brochure

FY08/09 Cooperative Marketing

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Printing 2500	\$599		\$599		\$1,198
Shipping	\$0		\$0		\$0
Layout/Design	\$0		\$0		\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$599		\$599		\$1,198
MARKETING/ADVERTISING:					
		+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
TOTAL					
TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0